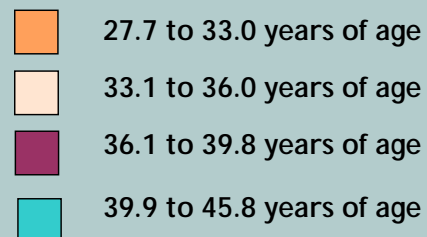
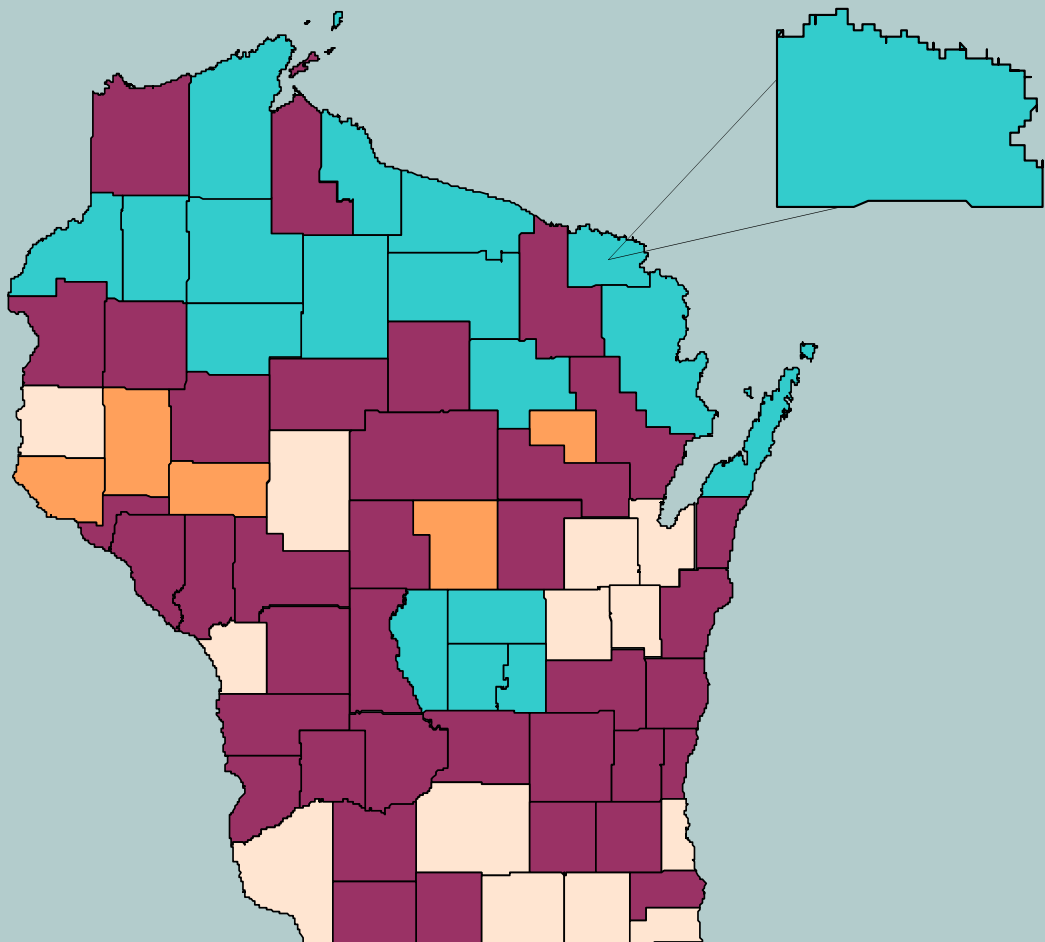


# Florence County Workforce Profile

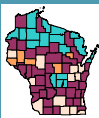
Median Age by County, 2000



Source: Census 2000 of the United States

Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

Between 1990 and 2000 the population of Florence County grew at faster rate than the State of Wisconsin but less than the U.S. The State increased in population by 9.65 percent compared to 10.85 percent for the County. The total increase in population for the county was 498 over the decade. The growth rate since the census has dropped below both the state and nation.

As the growth rate for the County was different than the state during the decade, the source of growth was also different. All of the County's growth has come from people moving to the county. The in-migration portion of the population makes up nearly twelve percent of the total population of the county. A large portion of the residents in the county are past the prime age of starting a family so growth will most likely continue to come from migration as the number of deaths in the county surpassed the number of births recorded during the 1990's and this will most likely continue into this decade. This has left an older population in the county, which will have an impact on the area's labor force and services needed by the population.

During the last ten years the population has had a

decline of 40 in population based natural increase. This is a measurement of births minus deaths. This was offset with an increase of population due to immigration of 538 for a net increase of 498. Many of the individuals moving to the area are at or near retirement age, so rather than adding to potential workers in the area, they may be looking for additional services.

Since the Census in 2000, the population estimate of the county shows an increase of 24 residents or a rate of growth of 0.5 percent, just below the state and national growth rates of 0.7 percent. The County's eight largest municipalities all have had an increase in their population over the last year. The actual change in their populations was quite minimal. The largest change was in the Town of Florence, with an increase of 9. Changes in population of municipalities is not always due to residents moving in or out of the area, in some cases changes in the population may be due to changes in boundaries, rather than people moving.

The U. S. Bureau of Labor Force Statistics defines the labor force aged population as the sum of all em-

*(Continued on page 2)*

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Florence County	5,088	5,112	0.5%

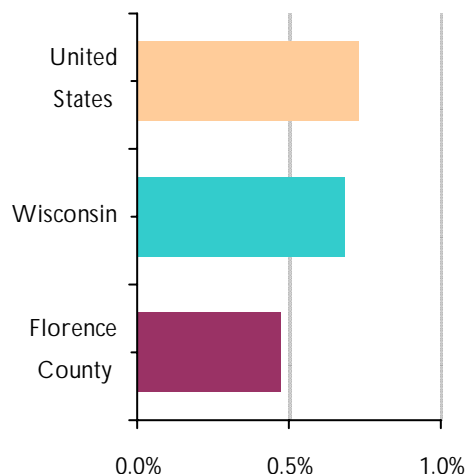
### Eight Largest Municipalities

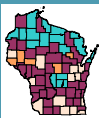
Florence, Town	2,319	2,328	0.4%
Aurora, Town	1,186	1,193	0.6%
Commonwealth, Town	419	421	0.5%
Homestead, Town	378	380	0.5%
Fence, Town	231	232	0.4%
Tipler, Town	205	206	0.5%
Long Lake, Town	197	198	0.5%
Fern, Town	153	154	0.7%

\* Florence portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



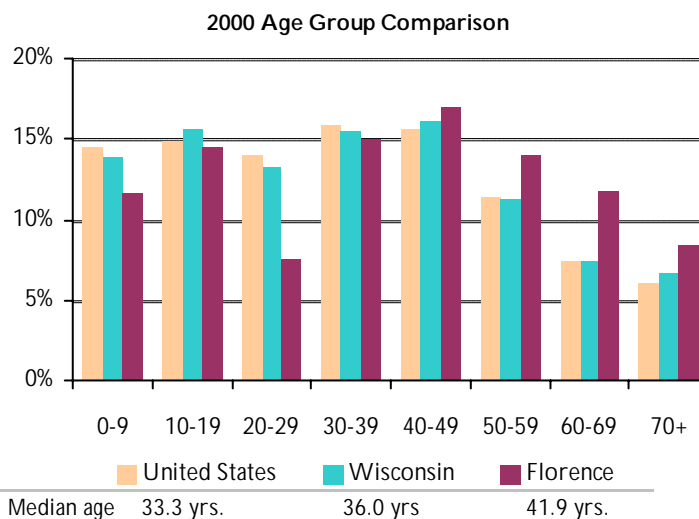


## State of Wisconsin - Florence County

employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work or are unable to work.)

The Florence County population by age groups is very close to the State population break out at several stages, but also deviates substantially at others. Of interest is the change between the 10 to 19 year group and the 20-29 group. The question arises as to why. Is this due to demographics such as birth rate, or the age of in migration, or possibly the result of young people leaving the county after school is completed. On the other end of the spectrum is the higher percent of population in all of the age groups from 50 up. As these individuals retire, they will be lost to the labor force and require additional services.

The aging factor is reflected in the median age of the County at 41.9 years. This is 8.6 years more than the national average and 5.9 years more than the State.

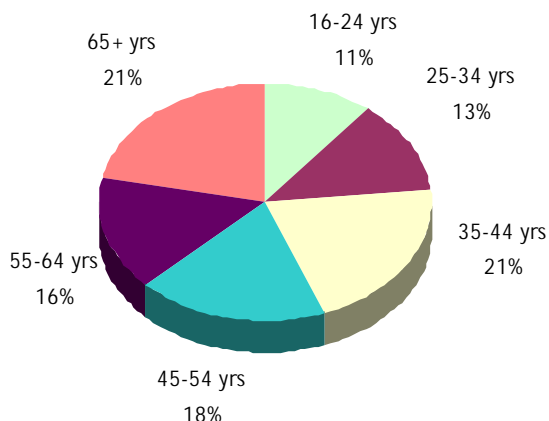


Source: US Department of Commerce, Census Bureau, *Census 2000*

Currently the largest segment of the population that is labor force age is at or over 65 years of age. This makes up 21 percent of that population. Replacement workers in the 16 to 24 year group makes up only 11 percent of the labor force age population.

## County Civilian Labor Force

**Florence County Labor Force Age Groups**

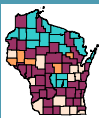


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force is a subset of the county's population, as it includes only residents age 16 and older that are working or looking for work. The size and make-up of the labor force in the county is quite dynamic, fluctuating with the seasons and economy.

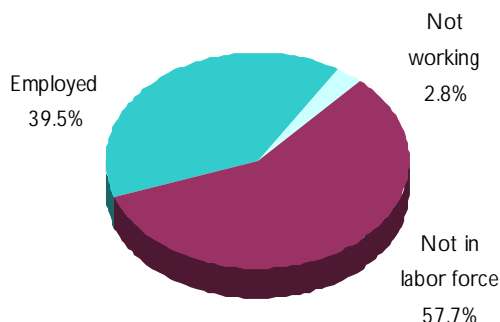
During 2001, the average size of the labor force in the County was 1,700. However, the availability of workers changed during each month of the year. Normally the winter months of January, February experience the lowest number of workers in the labor force. This coincides with the number of jobs available during these months. The converse of this is June, July and August when tourism, and construction are at their peak boosting employment to its highest level, and the labor force expands to

(Continued on page 3)



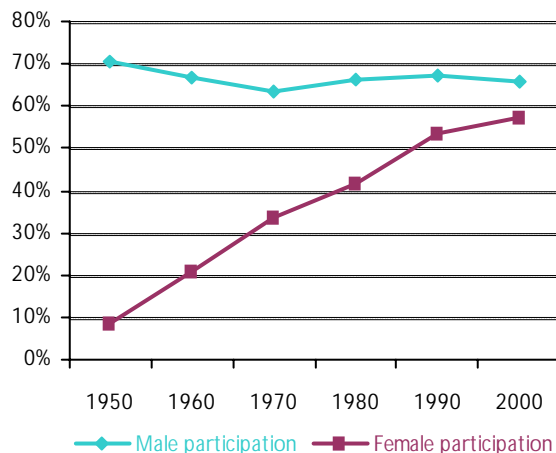
## State of Wisconsin - Florence County

### 2001 Labor Force Participation



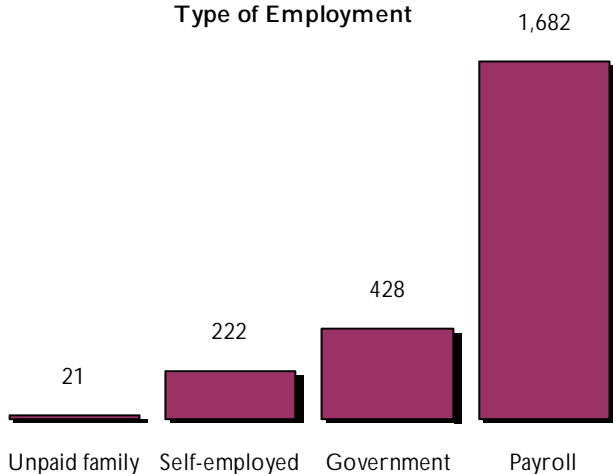
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

meet this need. The labor force varied by 9.5 percent from its highest to lowest level during the year. This is below the state variance of 16.1 percent. Some counties that have a high tourist economy will see fluctuations in their labor force of 25 percent and more.

During the last five years, the unemployment rate in Florence County was above both the state and nation. The rate had a decline between 1997 and 2000. The rate increased only slightly in 2001, while both the state and nation experienced a more rapid increase. This reflects the differences of the county's economy and that of the state and the nation. Part of the lower rate is that many of the employers are small and are able to shift hours rather than lay workers off.

The term used to describe the relationship between the labor force and population is the participation rate. Florence County has a markedly lower participation rate than both the State of Wisconsin and the United States. The participation rate for Florence County's labor force was 42.3 percent. The United State's participation rate is 66.9 percent, while the state's rate is 73.5 percent. Participation rates are affected by changes in the economic conditions, as well changes in the demographic conditions of an area such as age and gender of the population.

During the last fifty years, the participation of females has increased dramatically in the United States. Each decade the percent of women that have been in the labor force has increased, while that for men has declined slightly. In 1950 only 8.4 percent of the labor force age women in the county were in the labor force compared to 70.5 percent for men. Move forward 50 years and the percent of women has increased almost 50 percent to 57.1 percent of the women are in the labor force, while men dropped from 70.5 percent in 1950 to 65.6 percent in 2000. The decline in the percent of men in the labor force may be a result of the aging of the population with a higher percent retired, while the percent of women involved in the labor force increasing due to economic need and expanded opportunities.

(Continued on page 4)

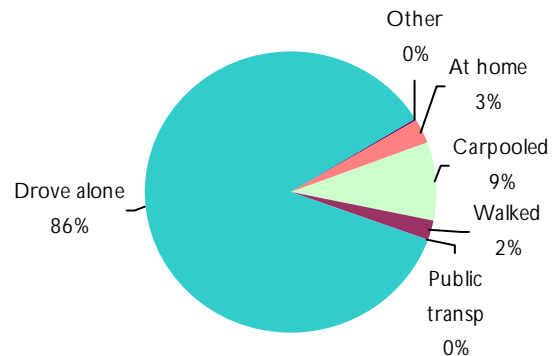


## State of Wisconsin - Florence County

The majority of workers in Florence County are employed by a private business and are considered payroll employees. In Florence, this makes up 71.5 percent of those employed, while another 18.2 percent of the workers are employed by a government unit. Government employment includes all services such as police, fire, social services, education and postal as provided by federal, state, county, city and village government units. The percent of self-employed workers in the county was 9.4 percent. This is just slightly higher than the state average of 6.1 percent.

At the time of this writing, commuting patterns at the county level were not yet available from the 2000 Census. However, the method of how workers get to work was. Both are important in planning growth of communities and in recruitment of workers and economic development of an area. In 1990, Florence County had a loss of nearly 850 workers to neighboring counties for employment on a daily basis. Little has happened in the last ten years to make a significant change in this pattern. Dickinson County, Michigan is most likely the destination for most of the workers. The number

County Travel-to-Work Patterns

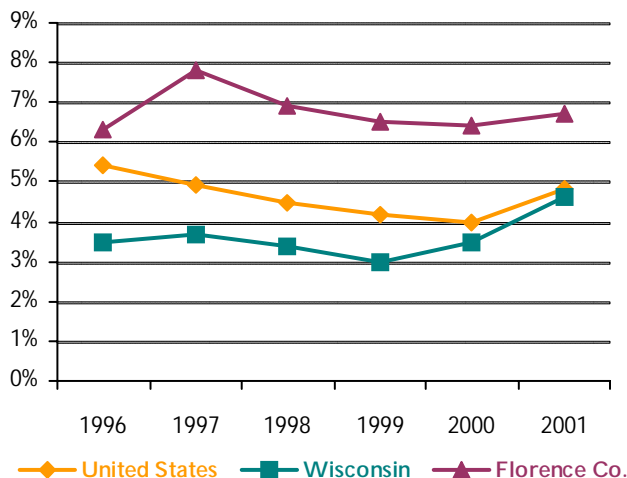


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

that commuted to Marinette County at that time was quite large, although may have changed with the employment declines in the paper industry in that county.

Based on the 2000 Census, 86 percent of workers in the county drove to their place of employment alone, while nine percent of the workers carpoolled. The number carpooling was just below the state average of 9.9 percent. No workers indicated using public transportation. This is not surprising due to the lack of the availability of public transportation in the area. Three percent of workers indicated working at home. While not able to do a direct comparison due to differences in source data, it is interesting to note that 9.4 percent indicated self employment. This would tend to indicate that even though individuals are self employed, they do not necessarily do it from their place of residence.

Unemployment Rate Comparison



Florence County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	1,700	1,700	1,800	1,700	1,600	1,700
Employed	1,500	1,600	1,600	1,600	1,500	1,600
Unemployed	100	130	120	110	100	120
Unemployment Rate	6.3%	7.8%	6.9%	6.5%	6.4%	6.7%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	1,048	1,099	1,164	1,187	1,125	1,188	5.6%	13.4%
<b>Goods Producing</b>	232	282	278	277	307	307	-0.1%	32.5%
Construction & Mining	40	56	48	78	70	40	-42.3%	1.4%
Manufacturing	192	225	230	199	238	267	12.3%	38.9%
Durable	186	217	225	193	229	259	13.0%	39.3%
Nondurable	6	8	5	7	9	8	-6.4%	28.9%
<b>Service Producing</b>	816	818	886	909	817	881	7.8%	7.9%
Transportation, Communications & Utilities	48	40	48	42	28	33	17.0%	-31.5%
Total Trade	319	315	311	321	316	341	8.0%	7.0%
Wholesale	22	12	10	10	12	17	44.7%	-20.0%
Retail	297	303	301	311	304	324	6.6%	9.0%
Finance, Insurance, and Real Estate	17	20	24	21	23	24	4.8%	41.1%
Services & Misc.	141	164	219	245	155	170	9.8%	20.9%
Total Government	291	279	285	281	295	312	5.8%	7.2%

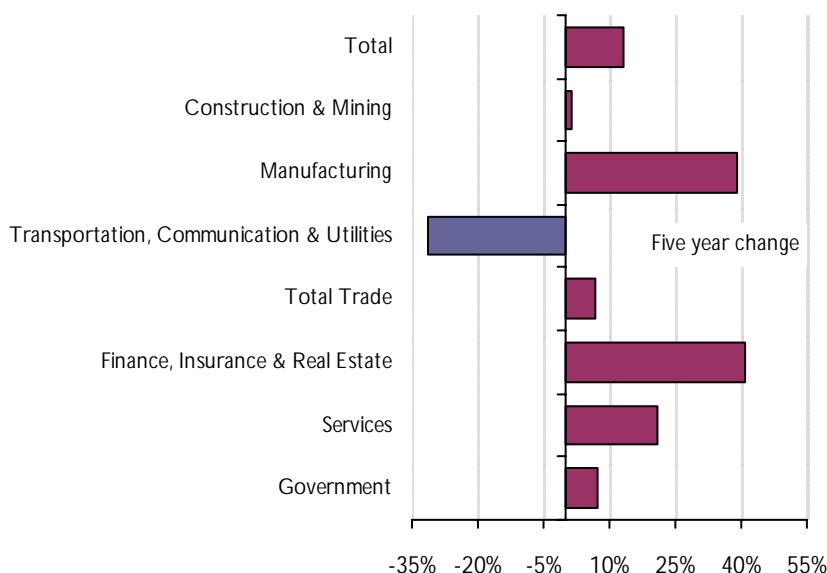
Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data,

though it is often referred to as payroll employment.

The 1990 census indicated that Florence had a large percentage of residents commuting to other counties for work. This pattern may have changed slightly in the last several years as the difference between the number of jobs, and the number in the labor force employed is only 400.

### Employment Change by Industry Division: 1996 to 2001



In the last five years, the finance, insurance and real estate industry had the fastest growth rate of all the industry sectors, however, this was only an increase of 7 jobs over the period. Manufacturing during that time increased 38.9 percent and 75 new jobs. Most of the growth was in the durable goods sector.

Both retail trade and services and miscellaneous employment have experienced good growth rates since 1996. The majority of the growth for these two industries occurred between 2000 and 2001.

Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



## State of Wisconsin - Florence County

### Top 10 Employers - 2001

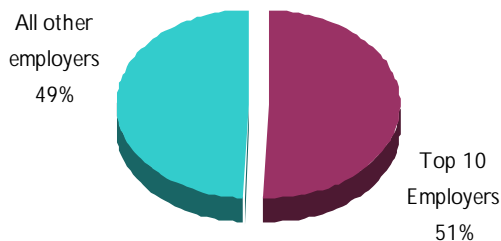
Company	Product or Service	Size
Florence Public School	Public Education	100-249
Pride Mfg Co. LLC	Wood Products	100-249
County of Florence	Government Services	50-99
Beverly Health & Rehabilitation	Health Care Services	50-99
Aurora Liquors Inc.	Eating and Drinking	20-49
Koller Industries Inc.	Castings	20-49
Pine River Lumber Co. Ltd	Wood Products	20-49
Dck Enterprises Inc.	Eating and Drinking	20-49
El Capitan	Eating and Drinking	20-49
Haberkorn's Inc.	Retail Trade	20-49

### Top 10 Industry Groups

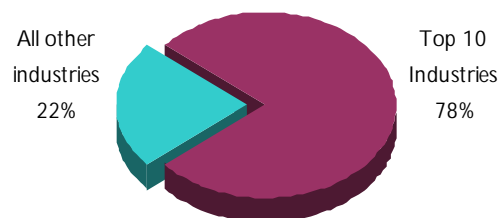
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Eating and Drinking Places	21	206	25	9
Lumber and Wood Products	10	181	-2	28
Educational Services	*	*	*	*
Executive, Legislative, and General	8	127	15	-3
Health Services	*	*	*	*
Industrial Machinery and Equipment	3	46	-21	*
Automotive Dealers & Service Stations	5	40	6	18
Trucking and Warehousing	6	33	12	-21
Miscellaneous Retail	6	33	-1	-7
Environmental Quality and Housing	*	*	*	*

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of  
Nonfarm Employment 2001



Top 10 Industry Group Share  
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were just over 140 employers in Florence County during 2001. This includes nearly 20 government units. The ten largest employers in the county provided over one half of the jobs in the county but make up just over seven percent of the employers in the county. Changes in these employers can have an impact on the economic well being and future direction of employment within the county.

The make up of the largest employers in the county falls into several basic categories. Four of the employers are eating and drinking establishments. These cater to both local residents, as well as serve the tourists that come to the area in season. The next largest group of employers are part of the manufacturing sector. The last group is government, which includes the school district and county

(Continued on page 7)





## State of Wisconsin - Florence County

government. Florence Public Schools, which provides public education for the entire county is the largest employer in the county. It is quite typical to have county government and schools on the list of top ten employers in most counties.

Industry groups include all of the employers that produce or provide a like service into one group. Industries are divided into over 80 different industry groups. The ten largest industries in Florence provide 78 percent of the jobs in the county. Eating

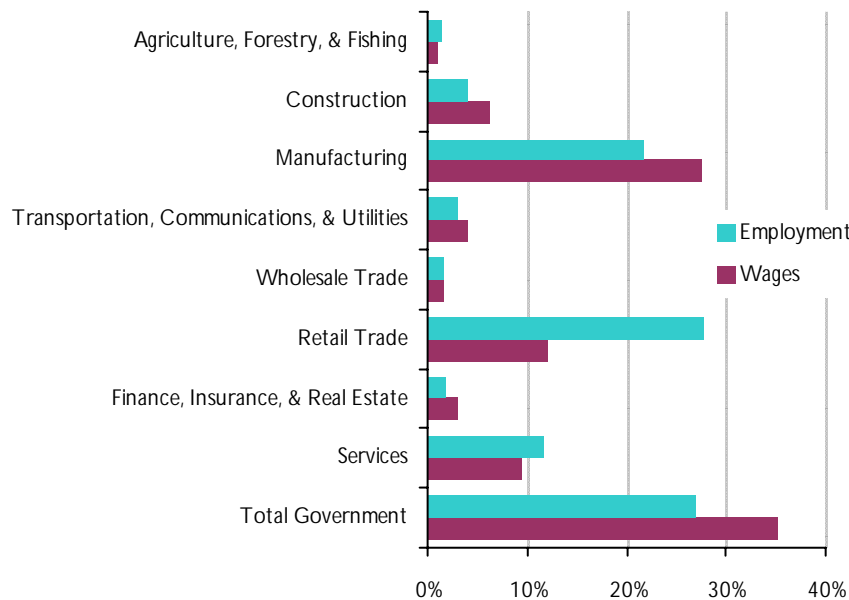
and drinking establishments is the largest industry sector with just over 200 workers although this number will fluctuate throughout the year depending on the season, and is well represented on the list of the ten largest employers in the county.

Average annual wages in Florence County declined 2.0 percent between 2000 and 2001. The decrease most likely is due to changes in the number of hours worked by employees rather than a lower hourly wage, although that is also a possibility.

Wages in the county were \$10,995 below the state average of \$30,922. All the industry sectors were below the statewide average.

Retail trade and services, provided a larger portion of jobs than they do wages paid in the area. This is often a result of many of the jobs being part time. Conversely manufacturing provides a higher portion of the county's total wages than it does employment.

**Employment & Wage Distribution by Industry Division**



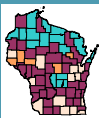
**Annual Average Wage By Industry Division**

	Florence Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 19,027	\$ 30,922	61.5%	-2.0%	18.2%
Agriculture, Forestry, & Fishing	\$ 13,981	\$ 22,565	62.0%	2.8%	-13.8%
Construction	\$ 28,425	\$ 39,011	72.9%	12.1%	29.5%
Manufacturing	\$ 24,163	\$ 39,739	60.8%	-5.1%	23.9%
Transportation, Communications, & Utilities	\$ 24,706	\$ 36,639	67.4%	1.6%	26.7%
Wholesale Trade	\$ 19,467	\$ 40,521	48.0%	-14.7%	-41.2%
Retail Trade	\$ 8,311	\$ 14,596	56.9%	-2.4%	18.0%
Finance, Insurance, & Real estate	\$ 31,553	\$ 40,933	77.1%	8.7%	34.2%
Services	\$ 15,367	\$ 28,775	53.4%	-5.6%	4.8%
Total Government	\$ 24,783	\$ 33,785	73.4%	2.6%	15.4%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





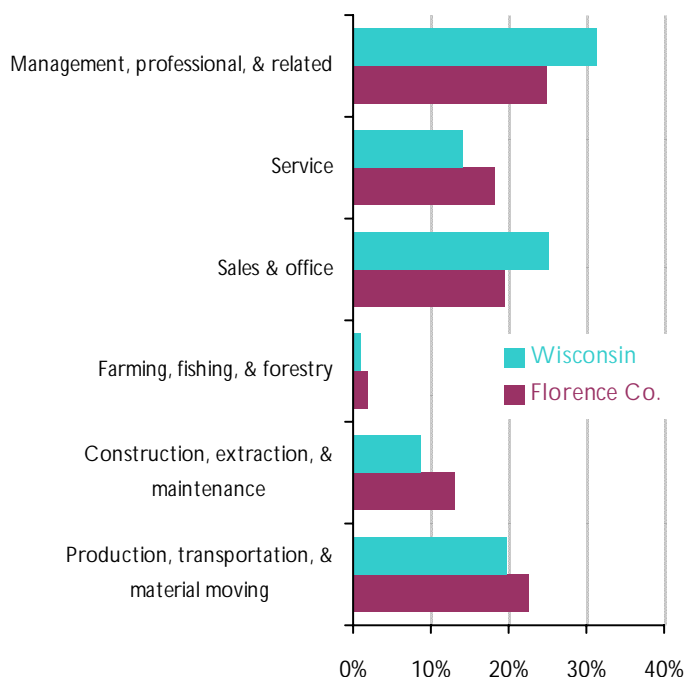
## Occupation and Education Characteristics of County Population

Two additional factors that are important in understanding the composition of Florence County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First, despite declines in manufacturing, the county has a relatively larger percentage of the population employed in production, transportation and material moving occupations than the state. This suggests that continued declines in the industries with these occupations will have an impact on the county's economy. A smaller percentage of workers in the county are employed in management and professional occupations, as well as workers in sales and office positions than the state. The larger share of workers in construction points to a high demand for construction, particularly in residential construction in the county. The county also has a higher percentage of workers in service occupations than Wisconsin.

Shifting from occupations to educational attainment, the distribution of the population aged 25 and over by highest level attained. The county had 84 percent of with at least a high school diploma. This

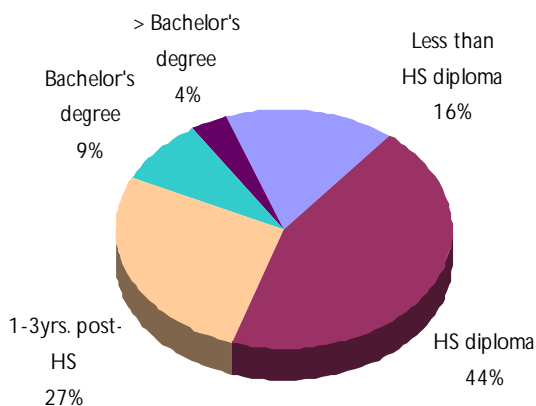
Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

provides the opportunity to have or develop a skilled workforce for most industry sectors. On the opposite side is the low percentage of residents with a college or greater degree. They make up thirteen percent of the population, just over half the state average. This is influenced by the lack of jobs requiring a degree and the lower average wages in this area when compared to the state.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

A large portion of the population (27 percent) has post education beyond high school but less than a college degree. This would include those with associate degrees from a technical college as well as those that have received a vocational certificate from a technical school. These programs blend well with the county's economy.



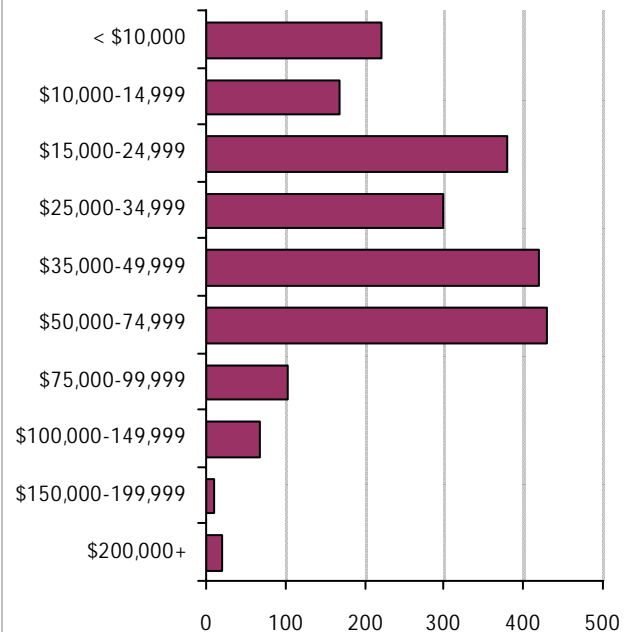
## County Income Information

A final, yet vitally important factor to consider while examining the Florence County workforce is the income level of the population. This is measured by a variety of means. The first, and perhaps one of the most popular calculations is that of median household income. The distribution to the right represents the distribution of household income in the county as reported in Census 2000. In 2000, the median household income of Florence County was \$34,750. This median is significantly lower than the state average of \$43,286. A logical explanation for this disparity harkens back to the discussion of average annual wages in the county, which are significantly lower than the state average. Another variable that affects median household income is household size. A household with two members that are in the labor force will earn less than an area with more than two members working. The average age of the population with potentially more retirees in the county will affect household income.

Another indication of income in the county is per capita personal income (PCPI), which includes sources of income other than salary and wages. In 2000, the PCPI of Florence County was \$22,298, which is lower than both the state and nation.

In Florence County, the sources of income are lower in the net earnings portion where the primary source is wages. The percent of income com-

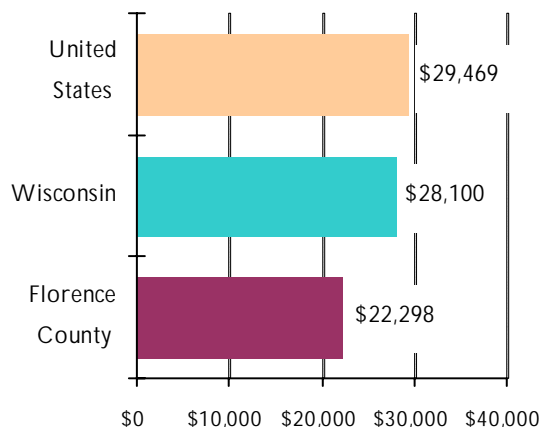
**Households by Income Range**  
Median household income in Florence Co. \$34,750



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

ing from the dividends, interest, and rent portion of income is comparable to the state and nation. However, the percent of PCPI that comes from transfer payments is higher than both the state and nation. This is consistent with the age of county residents, since a large portion of transfer payments would be through social security.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

